

From: MARTIN & FERRARO, LLP (CA)

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AUG 08 2008

PATENT

Attorney Docket No. 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Steven Michael Schein) Confirmation No.: 6334
Serial No.: 09/605,695)
Filed: June 28, 2000) Group Art Unit: 3622
For: INTELLIGENT MEDIA TARGETING) Examiner: Arthur D. Duran
SYSTEM AND METHOD))

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

Prior to the further examination of this application and in reply to the Final Office Action of February 8, 2008, the period for reply having been extended by a request for extension of time of three (3) months and fee filed herewith, and pursuant to 37 C.F.R. § 1.114, please amend this application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.

Amendment with RCE 8-08-08